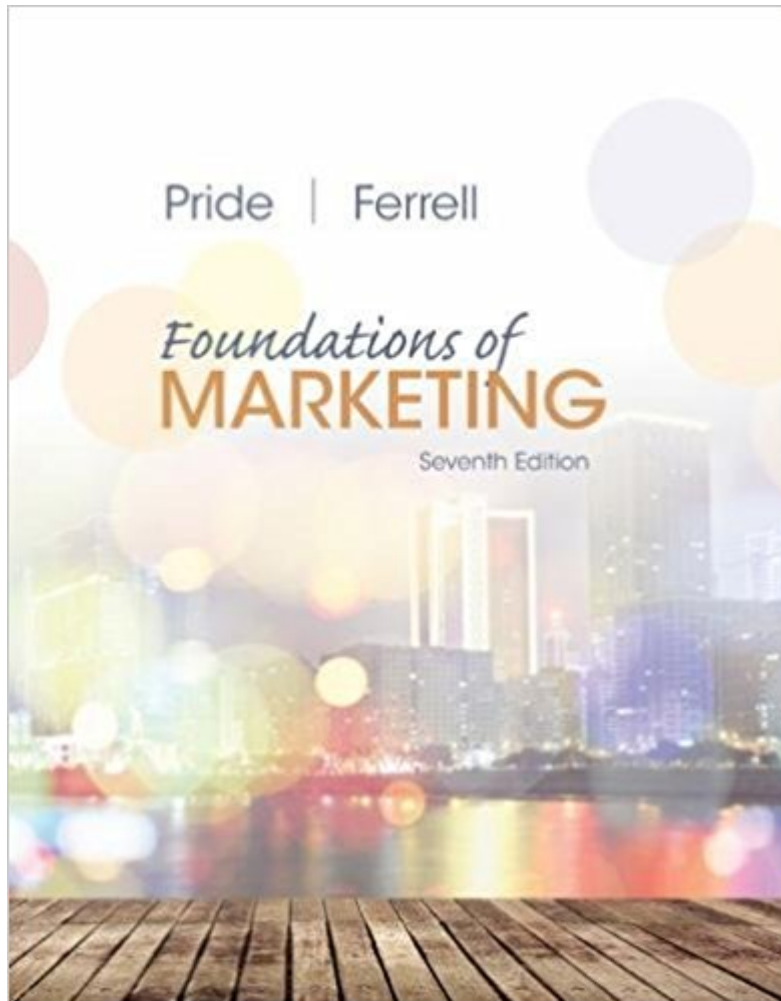




**Ebook Directory**  
the best source of ebook

The book was found

# Foundations Of Marketing



## Synopsis

Introduce the essentials and latest trends in today's marketing with strong visuals and exciting, timely discussions found in the proven marketing text for students of all backgrounds - Pride/Ferrell's FOUNDATIONS OF MARKETING, 7E. This edition's extensive coverage of current marketing strategies and concepts addresses social media, sustainability, globalization, customer relationship management, supply chain management, and digital marketing. Emerging topics, such as social and environmental responsibility, entrepreneurship, and new trends in marketing, resonate especially well with today's students who are striving for success in today's fast-paced, evolving business world. Captivating photos, screenshots, advertisements, and examples from actual life make concepts meaningful for students. A wealth of learning supplements, such as self-testing, videos, and an interactive marketing plan, further help your students develop critical decision-making and marketing skills.

## Book Information

Paperback: 470 pages

Publisher: South-Western College/West; 7 edition (January 7, 2016)

Language: English

ISBN-10: 1305405765

ISBN-13: 978-1305405769

Product Dimensions: 8.4 x 0.8 x 10.8 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #14,734 in Books (See Top 100 in Books) #61 in Books > Textbooks > Business & Finance > Marketing #169 in Books > Business & Money > Marketing & Sales > Marketing

## Customer Reviews

Get ahead with Pride/Ferrell's Foundations of Marketing [View larger](#)  
[View larger](#) [View larger](#) [View larger](#) Learning Objectives direct your attention to key points. Learning Objectives ensure you are focusing on each chapter's most critical information. Vignettes introduce real business marketing in action. "Marketing Insights" vignettes depict real businesses challenges and success, and help you envision yourself in an actual marketing career. The impact of today's social media. Examine the power of social media and its growing influence in marketing strategy. The text delves into this trend

in today's marketplace with information that shows the immediate and long-term capabilities of social media. The changing landscape of marketing. Emerging trends feature boxes highlight the latest trends, such as globalization, social media, and more.

#BeUnstoppable with MindTap Marketing!

[View larger](#)

[View larger](#)

[View](#)

[larger](#)

[View larger](#)

Be empowered. MindTap empowers you to produce your best work consistently. MindTap shows where you stand both

individually and compared to the highest performers in class. MindTap is designed to help you master the material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on what's important.

MindTap is mobile. The MindTap Mobile App provides the mobility and flexibility for you to make any time study time. MindTap helps you stay organized & efficient. MindTap gives you the study tools to master the material.

William Pride (Ph.D., Louisiana State University) is a professor of marketing in the Mays Business School, Texas A&M University. In addition to this text, he is co-author of a market-leading principles of marketing book. Dr. Pride's research interests include advertising, promotion, and distribution channels. His research articles have appeared in major professional journals, such as the Journal of Marketing, the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and the Journal of Advertising. Dr. Pride is a member of the American Marketing Association, Academy of Marketing Science, Society for Marketing Advances, and the Marketing Management Association. He has received the Marketing Fellow Award from the Society of Marketing Advances and the Marketing Innovation Award from the Marketing Management Association. Both of these are lifetime achievement awards.

O.C. Ferrell (Ph.D., Louisiana State University) is the James T. Pursell Sr. Eminent Scholar in Ethics and Director of the Center for Ethical Organizational Cultures, Auburn University. He served as the Distinguished Professor of Leadership and Ethics at Belmont University and University Distinguished Professor of Marketing in the Anderson School of Management at University of New Mexico. His academic research focuses on ethical decision-making, stakeholder relationships and social responsibility. He is a leading author in marketing ethics and stakeholder orientation to achieve marketing performance in organizations. Dr. Ferrell is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is

Vice President of Publications for the Academy of Marketing Science. He has received the Cutco Vector Distinguished Marketing Educator Award from the Academy of Marketing Science. Dr. Ferrell is the co-author of 20 books and more than 100 articles. His articles have been published in the Journal of Marketing Research, Journal of Marketing, Journal of Business Ethics, Journal of Business Research, Journal of the Academy of Marketing Science, and The Academy of Management Executive, as well as other journals. Business Ethics: Ethical Decision Making and Cases, co-authored with John Fraedrich and Linda Ferrell, is one of today's leading business ethics texts. Dr. Ferrell has served as an expert witness on marketing issues for numerous legal cases, has been quoted in leading business publications, such as USA Today and Wall Street Journal, and has appeared on The Today Show to discuss marketing issues.

good

Good read but it is long. So good luck to those who have to read this, also bobba bouy. Peace

great product. arrived on time and was in the condition stated. Thank you!

Came in good condition, no trouble reading any of the pages!

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram

Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Nutritional Foundations and Clinical Applications: A Nursing Approach, 5e (Foundations and Clinical Applications of Nutrition) Foundations of GMAT Math, 5th Edition (Manhattan GMAT Preparation Guide: Foundations of Math) ITIL® Foundations: A Time-Compressed Resource To Passing The ITIL® Foundations Exam On Your 1st Attempt! (Cram to Pass) Study Guide for Foundations of Maternal-Newborn and Women's Health Nursing, 6e (Murray, Study Guide for Foundations of Maternal-Newborn & Women's Health Nursing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)